

MAY 5 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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26	27	28	29	30	31	

**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: For your convenience, events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 2 4-7 P.M.	FOURTH BIRTHDAY PARTY For members, and by invitation.	MUSEUM OF COSTUME ART	630 FIFTH AVENUE
Contact: Miss Polaire Weissman, CI. 7-2431.			

### WEEK BEGINNING MONDAY, MAY 5, 1941

Monday May 5	OPENING OF FALL KNIT UNDERWEAR LINES	KNIT UNDERWEAR MFGS.	OWN SHOWROOMS
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The bulk of the knitted underwear lines are opening between May 1st and 15th, in anticipation of big early orders from retailers fearing rising prices and doubtful deliveries. Manufacturers may stamp orders, "Subject to Government Priorities."

Monday May 5 & Tuesday May 6 9:00- 5:30 P.M.	CONTINUOUS FASHION SHOW- "ALL-IN-ONE DEB SHOP"	BLOOMINGDALE'S	LEXINGTON AT 59TH ST.
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"Summer Comes Early" to Bloomingdale's "All-In-One Deb Shop" where models will parade at intervals all day long in summery Junior sports, town and evening fashions. Publicity: Karen Hollis, VO. 5-5900.

Monday May 5 12:30 P.M. Luncheon	FASHION GROUP MONTHLY LUNCHEON	FASHION GROUP, INC. FABRIC DIVISION	BILTMORE HOTEL BALLROOM
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Topic: "What Is Going to Happen to Quality?" Speakers: Sara Pennoyer, Adv. & Publicity Director, Bonwit Teller; Leo Cherne, Exec. Sec., Research Institute of America; Herbert Sondheim, Pres. Herbert Sondheim, Inc. Guest of Honor, Captain Edward Molyneux. Luncheon, \$1.65 - for members and their guests only. Reservations: CI. 7-1734.

Tuesday May 6 12:30 Luncheon	FASHION GROUP ACCESSORIES LUNCHEON	FASHION GROUP ACCESSORIES DIV.	MURRAY HILL HOTEL PARK AVE. AT 40TH
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Topic: "Trends for Fall and How They Influence Accessories." Speakers: Mrs. Elsie Murphy, Stroock's; Clarence Sheffield, Garfinckle's, Washington. Members and guests. \$1.25. Reservations: CI. 7-1734

Tuesday May 6 1:15 P.M. Luncheon	DE PINNA LUNCHEON FASHION SHOW	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 46TH
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Popular demand has led to the continuation of the Ritz Oval Room Tuesday Luncheon Fashion Shows. De Pinna starts off the May series with summer fashions for resort and town. Open to public as usual at à la carte prices. Press by invitation. Contact: De Pinna, Miss Coburn, VO. 5-4800, Ritz: Mr. McKennon, PL. 3-4600.

Tuesday May 6 2:30 P.M.	"YOUNG VIEWPOINT" FASHION SHOW	FRANKLIN SIMON'S	5TH AVE. AT 37TH ST.
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Showing of youthful fashions for mature women. Publicity: Miss Hillebrand, WI. 7-9600.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 6 4:30 Tea	"HOME KNITS" FASHION SHOW	NATIONAL WOMAN'S PARTY	RITZ CARLTON BALLROOM
	"Knit-Your-Own" fashion show directed by June Hamilton Rhodes. Models by Bernat, Columbia, Minerva, and Spinnerin. Jewels by Marcus. Press and public. Admission, \$2. Reservations: Mrs. Dana Brannan, VA. 6-0817, or PL. 5-9158. Publicity: Bureau of Fashion Trends, WI. 7-7476.		
Tuesday May 6 5:00 P.M. Tea	FASHION SHOWING OF CHINESE COSTUMES	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
	A departure for the Metropolitan Museum! Living mannequins will wear authentic Chinese costumes from the Museum Collection, to call attention to the current Chinese Exhibit, "The China Trade and Its Influences", and to demonstrate the practical uses to which Museum sources can be put by American designers. By invitation - to designers and fashion press. Contact: Mr. Donald C. Dunham, RH. 4-7690.		
Tuesday May 6 5:15 P.M.	RADIO FASHION TALK, "PATTERNS FROM PENNA."	DOROTHY COX, McMULLEN CO.	STATION WQXR
	Dorothy Cox, McMullen dress designer, will discuss her most recent source of design-inspiration, "Pennsylvania Dutch", in a radio-interview with Alice Pentlarge of the Metropolitan Museum Staff. Museum contact: Alice Pentlarge, RH. 4-7690.		
Tuesday May 6 Dinner- Dance	PREVIEW - OPENING OF VIENNESE ROOF	ST. REGIS HOTEL	5TH AVE. AT 55TH ST.
	Three gala dinner dances. May 6 & 7, private benefits for Musicians' Emergency Fund and Spence Adoption Nursery. May 8, open to public for Soldiers and Sailors Club benefit. Publicity: Jane Hunter, PL. 3-4500.		
Wednesday May 7 & Sat. May 10	SPRING HUNT MEET	RADNOR HUNT CLUB	CHESTERBROOK FARM BERWYN, PENNA.
	14th annual Spring race meeting. Net proceeds to British War Relief.		
Wednesday May 7 5-7 P.M. Cocktails	PRESS PREVIEW - "RAISING YOUR OWN MINK COAT"	AMERICAN FUR FARMS, INC.	HOTEL PIERRE 5TH AVE. AT 61ST
	Members of the Fashion Press will meet "Eeny", "Meeny", "Miney", and "Moe", four living minks, eloquent exponents of a plan whereby ladies coveting fine mink coats may raise their own and at the end of three years have pelts enough for one humdinger and then some! Publicity: Abbot Kimball, PL. 3-9602.		
Thursday May 8 12:30 Luncheon	FASHION GROUP HOSIERY LUNCHEON	HOSIERY SECTION, FASHION GROUP	MURRAY HILL HOTEL PARK AVE. AT 40TH
	Topic: "What's Around the Corner in Hosiery?" Speakers: Earl J. Constantine; D. K. Birnberg; Marshall V. Moss. Members and guests. \$1.25. Reservations: CI. 7-1734.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 8 1:00 P.M. Luncheon	BENEFIT FASHION SHOW "MAY DAYS IN GOTHAM"	THE NEARLY NEW SHOP	HOTEL PIERRE BALLROOM
	Proceeds to 8 worthy charities. Fashion show based on <u>diamonds</u> from Cartier, Udall & Ballou, Marcus, and Black Starr-Gorham. Gowns by Phillippa MacDonald, custom dressmaker. Hats by Lilly Daché; orchids by Irene Hayes. Open to public. Admission, \$2.50. Contact: Mrs. Ralph West Robey, UN. 4-5060. Pierre Publicity: T. Ware Lynch, RE. 4-5900.		
Friday May 9 2:30 P.M.	SPORTSWEAR FASHION SHOW Play clothes and spectator sportswear.	JOHN WANAMAKER	B'WAY AT 9TH STREET 3RD FL. FASHION STORE Publicity: Miss Page, ST. 9-4700.
Saturday May 10 9-5:30 P.M.	2ND BIRTHDAY PARTY- "YOUNG WORLD"	BLOOMINGDALE'S	LEXINGTON AVE. AT 59
	LollyBop day in Bloomingdale's Young World! Playclothes in LollyBop (B for Bloomingdale's) colors with LollyBop appliques, modeled by the youngsters themselves! Thousands of LollyBops will be given away to celebrate the Young World's 2nd Birthday. Publicity: Karen Hollis, VO. 5-5900.		
Saturday May 10 10 A.M.	HIGH SCHOOL FASHION FUTURITY SESSION	MARY BROOKS PICKEN, AUTHOR & ADV. EXECUTIVE	GIMBEL BROTHERS 11 FL. AUDITORIUM
	Speaker: Mary Brooks Picken, author of "The Language of Fashion" and "Modern Dressmaking Made Easy", and Vice-Pres. of G. Lynn Sumner, Advertising. Executive in charge: Salita Arbib. Publicity: Marjorie Howard, PE. 6-5100.		
Monday May 12	OPENING OF FALL SHOE LINES	N.Y. QUALITY SHOE MFGS. ST. LOUIS MFGS. NEW ENGLAND (VOLUME) MFGS. OTHERS	VANDERBILT HOTEL COMMODORE HOTEL NEW YORKER HOTEL McALPIN HOTEL
Monday May 12 12:30	"DEALER" SHOE FASHION SHOW AND LUNCHEON	I. MILLER & SONS	LONG ISLAND CITY 43-10 23RD STREET
	Contact: Miss Miriam Cooper, BR. 9-2000. <del>Details later.</del> admission by invitation only. for agencies who sell I. Miller Shoes.		
Monday May 12 12 Noon	SHOE DEALER'S LUNCHEON	NEWTON ELKIN SHOE CO.	WALDORF ASTORIA EMPIRE ROOM
	Guest speaker: John B. Knox, Pres., Bonwit Teller, Phila. Topic: "The Store President Has an Obligation to the Shoe Department." Also Mrs. Ruth Rusling, whose talk will relate shoes to Fashion. Contact: Paul Elkin, LO. 5-6569.		
Monday May 12- June 7	OPENING DAY -- BELMONT RACE MEET	WESTCHESTER RACING ASSOCIATION	ELMONT, L. I.
1st race- 2:30 P.M.	Shades of Longchamps! Between races on Opening Day when the "Fashion Stakes" will be run, 10 beautiful mannequins, smartly ensembled by the Uptown Retail Guild Shops and top-ranking private dressmakers, will promenade on the runway of the new Clubhouse Fashion Terrace (overlooking paddock). The Macy Redheads will be there too. General admission, \$1.50; Clubhouse, \$4. Publicity: Joan Becker, WI. 2-4996.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 12- Through May 14 3-5 P.M. 30	INFORMAL SHOWING, JAY THORPE SPORTSWEAR	JAY-THORPE, INC.	24 West 57TH STREET
	Three-day, informal afternoon-showing of Jay Thorpe's new spring Sportswear. Feature: sports fashions designed by Helen Hull Jacobs who will be present. Press and public. Publicity: Constance Hope, PL. 3-3390.		
Tuesday May 13 9:30 A.M. Breakfast	DELMAN SPRING BREAKFAST AND STYLE CONFERENCE	DELMAN, INC.	FRONTENAC GRILL 183 VARICK STREET
	Breakfast for shoe buyers, merchandise managers and stylists of the Delman Shoe Agencies. Speaker: Esther Lyman, Merchandise Editor of Harper's Bazaar. Roger Vivier, newly arrived from Lisbon and formerly in charge of Delman's Paris design studio, will be guest of honor. Publicity: Viola Shefer, PL. 3-2117.		
Tuesday May 13 11:30 A.M. & 2:30 P.M.	CAREER FASHION SHOW	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST. 5TH FLOOR
	Clothes for all careers--including the very important one of gracious living. Press and public. Publicity: Ann Albee, CA. 5-2300.		
Tuesday May 13 1:15 P.M. Luncheon	LANZ OF SALZBURG LUNCHEON SHOWING	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 46TH
	High-spot of the Ritz Oval Room Tuesday luncheon: Lanz of Salzburg Fashion Show. Press and public. Publicity: Mr. McKennon, PL. 3-4600.		
Tuesday May 13 4:30 & 8:30 P.M.	MERRIMACK FASHION SHOW	MERRIMACK MFG. CO.	PLAZA HOTEL BALLROOM
	Merrimack's big fashion show. 4:30 performance: Buyers and Fashion Press. 8:30 showing for Manufacturers. Fashions created by leading designers from coast to coast. Admission by invitation. Contact: Adele Benjamin, LA. 4-0700.		
Tuesday May 13 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	ETHEL FRANKAU, BERGDORF GOODMAN	STATION WQXR
	Topic: "Nineteenth Century Dress", tying-in with charming little exhibit of "Costume Accessories of the 19th Century" currently featured at Metropolitan Museum of Art. Contact: Alice Pentlarge, RH. 4-7690.		
Wednesday May 14 1:00 P.M.	BONWIT TELLER-BELMONT FASHION SHOW	INAUGURATING BELMONT'S NEW FASHION TERRACE	THE CLUBHOUSE BELMONT PARK
	New excitement at Belmont Race Meet! Bonwit Teller will <i>present - notes</i> inaugurate series of smart Wednesday luncheon fashion shows to be staged weekly on the new Fashion Terrace of the Clubhouse. Clubhouse admission, \$4. Buffet luncheon, around \$1.25. Press by invitation only. Contact: Joan Becker, WI. 2-4996.		
Wednesday May 14 2:30 & 6:00 P.M.	"SPRING INTO SUMMER" FASHION SHOW	JOHN WANAMAKER DOWNSTAIRS STORE	B'WAY AT 9TH STREET
	Publicity: Miss Page, ST. 9-4700.		
Wednesday May 14 4:00 P.M. Tea	FASHION SHOW AND TEA	PRATT INSTITUTE	RYERSON STREET BROOKLYN, N.Y.
	Program: Tea, Fashion Show and Exhibition of Students' Work in All Classes. Open to Fashion Press and Fashion Field Representatives by invitation. Contact: Miss Marjorie Kinney, MA. 2-2200.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 14 Dinner on...	SPRING OPENING... STARLIGHT ROOF	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST.
	Spring and Summer Opening with Xavier Cugat playing for dinner and supper dancing. Informal. Part of proceeds to benefit Travelers Aid Society of New York. Open to public. Publicity: Ted Saucier, EL. 5-3000.		
Wednesday May 14 Dinner-Dance	SPRING OPENING... AMBASSADOR GARDEN	AMERICAN WOMEN'S VOLUNTARY SERVICES	AMBASSADOR GARDEN PARK AVE. AT 51ST
	To raise funds for American Women's Voluntary Services, which trains women to be competent volunteers in all auxiliary phases of war effort as well as home defense. In charge of tickets, Mrs. Rudolph Fluegge, RH. 4-1733.		
Thursday May 15	OPENING OF FALL COAT AND SUIT LINES		
	Check of better coat and suit manufacturers reveals plans to show skeleton collections consisting largely of casual and sports-type coats and suits beginning May 15. Dress-coat and suit collections will probably not be shown generally before June 10th.		
Thursday May 15- June 1	OPENING OF 1941-1942 SKIWEAR LINES		
	Earlier openings planned by leading skiwear resources because of retailers' anxiety over increased prices and retarded deliveries.		
Thursday May 15 12:30 P.M. Luncheon	GREEK BENEFIT-LUNCHEON FASHION SHOW	GREEK WAR RELIEF	ST. MORITZ HOTEL SKY TERRACE
	High-spot of Sky Terrace Benefit Luncheon for Greek War Relief: fashion show with costumes by Chez Madeleine, hats by Sally Victor. Open to public. Luncheon, \$2.00. Fashion press by invitation. Contact: Miss Gould, CI. 5-9100.		
Thursday May 15 1:00 P.M. Luncheon	BENEFIT-LUNCHEON FASHION SHOW	KENWOOD SACRED HEART ALUMNAE	SHERRY'S 300 PARK AVENUE
	Annual fashion show. Proceeds to Braille, for the blind. Fashions from the Mary Lewis Shops and Tina Leser of Honolulu. Hats by Sally Victor. Admission, \$2.50. Publicity: Alice Dowd, CI. 7-2680.		
Friday May 16- Saturday May 24	NATIONAL COTTON WEEK		
	For display and promotional material, color-posters, "Retail Information" bulletin and Cotton News Letter, address: Cotton-Textile Institute, 230 Broadway. Publicity: Baldwin, Beach & Mermey, MU. 4-1075.		
Friday May 16 2:30 P.M.	FASHION SHOW- "POCKET MONEY SHOP"	JOHN WANAMAKER	B'WAY AT 9TH STREET 4 FL. FASHION STORE
	Cotton summer frocks at "pocket-money" prices. Publ. Miss Page, ST. 9-4700.		
Friday May 16 Time not set	PAN-AMERICAN FIESTA FASHION SHOW	FRANKLIN SIMON, FOR NAT'L DEMOCRATIC WOMEN'S CLUB	HOTEL SHOREHAM WASHINGTON, D.C.
	Franklin Simon will illustrate the Latin-American influence on North American fashions at the Pan American Fiesta of the National Democratic Women's Club in Washington. Honorary Hostess: Mrs. Franklin D. Roosevelt. Honorary guests: wives of the Latin American diplomats. Guests and fashion press by invitation only. Contact: Miss Hillebrand, WI. 7-9600.		



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✓ Friday May 16 3:15 P.M.	RADIO FASHION TALK- "ACCESSORIES TO THE RESCUE"	BERNICE CHAMBERS, NYU SCHOOL OF RETAILING	STATION WQXR
	Miss Chambers and Alice Pentlarge of the Metropolitan Museum Staff will discuss accessories, historic and current. Contact: WQXR, Dorothea Beckman, CI. 5-5566.		
✓ Saturday May 17 2:30 P.M.	YOUNG CAMPUS FASHION SHOW	BLOOMINGDALE'S	3RD FL. AUDITORIUM EDUCATIONAL DEPT.
	Members of Bloomingdale's High School Fashion Board will model summer vacation fashions. The audience will be asked to vote on the ideal summer wardrobe. Publicity: Karen Hollis, VO. 5-5900.		
✗ Sunday May 18 2:30	"I AM AN AMERICAN" DAY	PRESIDENTIAL PROCLAMATION	CENTRAL PARK MALL
	Mayor La Guardia has appointed 1200 New Yorkers to arrange a celebration on the Mall in Central Park. <del>Details in later issue of FASHION CALENDAR</del>		
✓ Week of Monday May 19	FUR CONSULTANT'S TRAINING COURSE	ASSOC. FUR COAT & TRIMMING MFGS., INC.	HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
	Intensive 1-week Course, \$35. Fur further information: Claire A. Wolff, LO. 5-5978.		
✓ Monday May 19 4:00 P.M.	GALA ALL-COTTON FASHION SHOW	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST.
	Arnold Constable will inaugurate National Cotton Week with a gala showing of Luxable summer cotton fashions. Tennessee "Maid of Cotton", Alice Beasley, will be starred. Publicity: Ann Albee, CA. 5-2300.		
✓ Tuesday May 20 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	HELENE PONS, THEATRICAL DESIGNER	STATION WQXR
	Topic: "Hanging History on Women". Interview with Helène Pons, Theatrical Designer, conducted by Alice Pentlarge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.		
✓ Tuesday May 20- June 7	OPENING OF FALL SKIRT LINES		
✓ Wednesday May 21 1:30 P.M. Luncheon	LORD & TAYLOR-BELMONT FASHION SHOW	BELMONT'S NEW FASHION TERRACE	THE CLUBHOUSE BELMONT PARK
	2nd in series of smart Wednesday luncheon fashion shows newly inaugurated on Fashion Terrace of Belmont Clubhouse. Buffet luncheon, around \$1.25. Clubhouse admission, \$4. Press by invitation only. Contact: Joan Becker, WI. 2-4996.		
✓ Wednesday May 21 3:30 P.M.	SUMMER GARDEN FASHION SHOW	JAY THORPE	24 WEST 57TH STREET 2ND FLOOR
	Garden fashions--from sturdy clothes for active gardening, through casual clothes for idling in a garden and formal fashions for garden parties. City terrace fashions too. Publicity: Constance Hope, PL. 3-3390.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 22 6:00 P.M.	FASHION SHOW: BEACH AND PLAY CLOTHES	OPPENHEIM COLLINS	35 WEST 34TH STREET
	Much ado, as usual, at Oppenheim Collins' 6 o'clock fashion show. Guest stars galore! Publicity: Peg Read, WI. 7-8200.		
Friday May 23 2:30 P.M.	PREVIEW OF SUMMER FASHIONS	JOHN WANAMAKER	B'WAY AT 9TH STREET 4 FL. FASHION STORE
	Fashion show presenting complete preview of summer fashions. Publicity: Miss Page, ST. 9-4700.		
Saturday May 24 10:00 A.M.	HIGH SCHOOL FASHION FUTURITY GRADUATION	GIMBEL BROTHERS	B'WAY AT 33RD STREET 11TH FL. AUDITORIUM
	End of 8-week fashion course. Three \$100 prizes will be awarded - to be used toward college tuition fees. Details in later issue of FASHION CALENDAR. Executive in charge, Solita Arbib. Publicity: Marjorie Howard, PE. 6-5100.		
Tuesday May 27 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	ETHEL TRAPHAGEN, DIR. TRAPHAGEN SCHOOL OF FASHION	STATION WQXR
	Miss Ethel Traphagen and two young designers from the Traphagen School, Jeanne Lytell and Wm. Griffin, will appear with Miss Alice Pentlarge of the Metropolitan Museum Staff. Topic: "Tomorrow's Designers Look at Yesterday's Fashions". Publicity: Alice Pentlarge, RH. 4-7690. WQXR: Dorothea Beckman, CI. 5-5566.		
Saturday May 31	MORRIS & ESSEX KENNEL CLUB SHOW	MORRIS & ESSEX KENNEL CLUB	GIRALDA FARMS MADISON, N.J.
	15th annual show...The no. 1 competitive event of the dog world, drawing a record society crowd. Open to public. Admission, adults \$1, children 50¢. Further information from Morris & Essex Kennel Club, RE. 7-2442.		
Thursday June 5 5:00 P.M. Cocktails	2ND EDITION- "PREVIEW OF AMERICAN DESIGNS"	FOUKE FUR CO.	GRAND BALLROOM RITZ CARLTON HOTEL
	Command performance, sponsored by the Fouke Fur Company and patterned after last year's highly successful "1940 Preview of American Designs". Top-to-toe coordination in fall costumes created by 30 important American designers, each presented with appropriate Alaska sealskin coat or wrap, demonstrating adaptability of Alaska sealskin for all occasions. Fashion Commentator: Vyvyan Donner, Fox Movietone News. Names of designers in later issue of FASHION CALENDAR. Publicity: Zanville Diamond, PL. 3-5252.		
Week of June 9	OPENING OF FALL SPORTS- WEAR COLLECTIONS	SPORTSWEAR GUILD MFGS.	INDIVIDUAL SHOWROOMS
	ADLER & ADLER, INC.	550 7TH	CHARLES W. NUDELMAN, INC. 550 7TH
	DAVIDOW	" "	ZOLTAN ROSENBERG " "
	DAVID M. GOODSTEIN, INC.	" "	SPORT-CRAFT, INC. " "
	KANE-WEILL	498 "	STAR-MAID DRESSES, INC. 498 "
	MUTUAL-ROSENBLOOM CORP.	" "	SAM STEINBERG & CO., INC. " "



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week of May 9	OPENING OF QUALITY COSTUME SUIT COLLECTIONS	F.O.G.A. HOUSES	INDIVIDUAL SHOWROOMS
	JOSEPH & BEN BARNETT	498 7TH AVE.	MARY LEE, INC. 498 7TH
	WILLIAM BASS DRESS CORP.	530 " "	MIL-JAY, INC. 530 "
	BENDER & HAMBURGER, INC.	498 " "	CHARLES MILLER, INC. 498 "
	CAPRI FROCKS, INC.	1372 B'WAY	PAUL PARNES, INC. " "
	MYRON HERBERT, INC.	530 7TH AVE.	PHILIP SALKIN, INC. 530 "
	KAPLAN & GRABOIS, INC.	498 " "	HERBERT SONDHEIM, INC. " "
	CHARLES LANG-CHARLES COOPER	" " "	JOAN STEPHENS, INC. " "

Monday June 9 FALL BLOUSE SHOWING MITCHELL & WEBER 1372 BROADWAY

Tuesday June 10 OPENING OF CHILDREN'S WEAR FALL LINES

Saturday June 14 YALE-HARVARD ROWING REGATTA AT NEW LONDON ON THE THAMES  
*late in afternoon*

Tuesday June 17 AMERICAN OPOSSUM BUREAU OF FASHION RITZ CARLTON  
AND WOOL PRESENTATION TRENDS BALLROOM  
Cocktails *Details later. Publicity: June Hamilton Rhodes, WI. 7-7476.*

Tuesday June 24 CHILDREN'S WEAR FALL PARENTS' MAGAZINE PENNSYLVANIA HOTEL  
FASHION SHOW AND CLINIC GRAND BALLROOM

Parents' Magazine's big, semi-annual fashion show, at which infants', children's and 'teen fashions for fall and winter, will be dramatized by 70 children aged from 1 to 16 years. Existing market conditions will be analyzed by experts. Tickets, \$2.50. Reservations from Parents' Magazine, 52 Vanderbilt Avenue, CA. 5-6810. Dir. Betty Green.

Wednesday June 25 ANNUAL POUGHKEEPSIE ROWING REGATTA AT POUGHKEEPSIE ON HUDSON

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# PLEASE NOTE!

Several stores, wishing to send buyers to the more important out-of-town markets, have asked us to list the important out-of-town Fall Opening dates.

June 1.....	Opening date, St. Louis Fall Lines
June 4.....	" " Chicago Fall Lines
July 13.....	" " Los Angeles Fall Lines
July 20.....	" " Dallas and Fort Worth Fall Lines
Aug. 3.....	" " San Francisco Fall Lines



# IMPORTANT FIRST NIGHTS IN THEATRE, CINEMA AND NIGHT SPOTS

Friday NEW SUPPER SHOW FEFE'S MONTE CARLO 49 East 54th Street  
May 2 John Buckmaster and 3 strip-teasers. Publicity: Dorothy Ross, BR. 9-5906.

Wednesday "SOMEWHERE IN FRANCE" (Formerly "The Last Round") Theatre Guild  
May 7 Play by Carl Zuckmayer and Fritz Kortner, dealing with Fifth Column ac-  
\*\*\* tivities. Translated from the German by Ruth Langner. Settings by  
Watson Barratt. Publicity: Joseph Heidt, CO. 5-0024. \*\*\*

✓ Friday "A WOMAN'S FACE" (Cinema) Capitol Theatre  
May 9 Joan Crawford, costumed by Adrian.

✓ Tuesday "THE HAPPY DAYS" Henry Miller's Theatre 124 West 43rd Street  
May 13 Play by Zoe Akins. Adolescent love story with Diana Barrymore. Publicity:  
Henry Senber, BR. 9-5371.

✓ Tuesday GALA PREVIEW, MAJOR BARBARA (Cinema) Astor Theatre  
May 13 From play by George Bernard Shaw. Starring Wendy Hiller. Publ. BR. 9-7300.

✓ Week of "R.A.F." ????  
May 25 Play by William Jay, revised by Guy Bolton and Ben Hecht. Producer,  
June ??? Alfred deLiagre, Jr., LA. 4-8589.

✓ May ??? "8/10 E.O.M." ???  
June Comedy by Paul K. Paley dealing with New York's garment center. Clothes by  
Judy & Jill (Horwitz & Duberman). Staging: Joseph Ornato. Publicity: Max  
Karper, CI. 6-6115.

✓ Friday OPENING- MADISON SQUARE MONTE PROSSER Madison Square Garden  
May 30 GARDEN DANCE FESTIVAL 825 Eighth Avenue

With Boogie-Woogie big-wigs Benny Goodman, Larry Clinton and Charlie Barnet  
to ensnare Jitterbugs, small wonder that Monte Prosser has the temerity to  
engage Madison Square Garden for a spring and summer dance carnival--ex-  
pects to fill it, too, through June, July and August! Admission, 66¢ and  
88¢. Saturday and Sunday matinees. Publicity: Jack Diamond, CI. 7-4900.

✓ Thursday OPENING NIGHT, STADIUM OUT-DOOR CONCERTS Lewisohn Stadium  
June 19 136th St. & Amsterdam  
8:30 P.M. All-Tchaikowsky program conducted by Arthur Rodzinski, director Cleveland  
Orchestra. Admission, 50¢, \$1 & \$1.50; tables for 8, \$12. Publicity:  
Stadium Concerts, CI. 7-7575.

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## HOLIDAYS AHEAD

May 11 MOTHER'S DAY  
May 30 MEMORIAL DAY  
June 14 FLAG DAY  
June 15 FATHER'S DAY  
June 21 FIRST DAY OF SUMMER  
July 4 INDEPENDENCE DAY  
Sept. 1 LABOR DAY

## RED LETTER WEEKS

May 5-10 NATIONAL POSTURE WEEK  
May 10-17 NATIONAL GOLF WEEK  
May 16-24 NATIONAL COTTON WEEK  
May 24-31 NATIONAL TENNIS WEEK  
June 9-14 NAT. LUGGAGE & LEATHER GOODS WEEK  
June 23-28 NATIONAL SWIM-FOR-HEALTH WEEK  
Sept. 21-27 NATIONAL DOG WEEK

\*\*\* Last minute notice just received: "SOMEWHERE IN FRANCE" postponed till Sept.